

IMPROVED OPERATION OF WEB SITES ON INTERNET

ABSTRACT OF THE DISCLOSURE

An approach to operating a web site. A visitor to the web site is
5 identified, either precisely by name, or imprecisely, as by ascertaining a
category to which the visitor belongs. An example of a category may be:
Avid golfers between ages of 35 and 50. Once the visitor is identified,
either precisely or not, the web site performs background research on the
visitor and, based on the background research, tailors a web page which is
10 delivered to the visitor. Thus, the web site delivers different web pages to
different visitors. Alternately, a tailored e-mail message may be delivered
to the visitor.